

## HOW TO CHOOSE YOUR FIRST DESIGNER BAG?

We have all been there one day. You're excited. Your heart is pounding: THE moment has arrived, you've saved just enough to finally own a designer bag, the one you've been eyeing for weeks, months, even years! Scrolling down Instagram, you can already picture yourself with THAT bag.

Walking the streets, a bag in one hand, a coffee in the other. You go online to checkout. Is the Givenchy a good idea? Maybe the latest Prada is better? How about that Balenciaga you saw on Hailey Bieber that's 25% Off? Too many options and now you're stuck.

Thankfully, our team has put together a 'guide' to help you find YOUR PERFECT first Designer purchase.



### 1- Start with 'Why', *literally*.

You always remember your first Designer bag. You decide to treat yourself allocating a much bigger budget to a much smaller item. But what you need to know is that you will never (ever) forget your first bag!

We've asked our team, and unanimously all agree, everyone affectionately remembers, owns and still wears their very first designer bag.

Now is the time to ask yourself why and what you're going to use the bag for. Are you after a work bag that can fit all of your personal belongings plus a laptop? Or are you after an evening bag where you only need room for the essentials and look extra chic? How about a casual bag for running errands that can survive the rain?

Think sizing too, since we have a range of super-mini bags perfect for your lipstick and keys to extra-large bags fitting your laptop and other documents.



## 2- Go through your wardrobe.

No one knows better than you what's in your wardrobe. If you have more of a conservative style, we would recommend going for a structured shape and a neutral colour such as black, beige, nude, white or brown.

If you are a colourful individual then we have plenty of patterns, logo heavy and flashy bags. You really need to make sure you'll get plenty of use of your new bag. How are you going to wear it?

Put outfits together and make sure it goes well with your most-worn clothes. Once you have your first bag, (wardrobe staple) – you can go full freestyle on your next purchases.



### 3- Logo or not logo? Iconic or seasonal?

Less-is-more or logo-overload? We all know 2021 is the all-or-nothing year, there's no in between. If you're more of a fashion savvy individual we'd say: GO FOR IT! For instance, the Gucci Horsebit 1955 in brown & canvas mixes the timelessness of a classic shape with the GG logo print all-over.

You will also find the Celine 16 which refined and simple shape makes us all fall in love, or the Saint Laurent Sunset, mixing the YSL signature hardware with a full black leather style. As we said, that leopard print bag may have looked good on Hailey Bieber's latest street style pics – *but are you really going to wear it?*



### 4- Lifestyle, lifestyle, lifestyle...

Last but not least... Your lifestyle! If you have young kids, we'd recommend a soft (as opposed to smooth/shiny) leather, grained leather or fabric as you would probably be after something durable that you don't need a lot of maintenance or aftercare for.

If you have pets, a smooth leather that could be easily scratched or suede which would attract hair would not be the first choice either.

Finally, if you spend a lot of time outdoors, we'd go for a Nylon, fabric, or quilted leather bag which would be slightly more resistant to different outdoors conditions.

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